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ORDER

Print Date 10/13/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 314601 /

Original Date / Revision
10/12/12 10/12/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Product

Issue. AC TV 10.16-10.22.12

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1209

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	57	\$31,938.75	\$37,575.00	0.00	10/01/12	10/22/12	57	\$31,938.75	\$37,575.00
Totals	57	\$31,938.75	\$37,575.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/16/12	10/22/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	:30	4	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		4				\$175.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$175.00		0.00			
N 2	WCPO	10/16/12	10/22/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		4				\$225.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$225.00		0.00			
N 3	WCPO	10/16/12	10/22/12	M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00



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Contract / Revision 314601 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:20:00

Advertiser American Crossroads Product Issue. AC TV 10.16-10.22.12 Estimate # 1209

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMTS 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$900.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$900.00		0.00			
N 4	WCPO	10/16/12	10/22/12	M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
				M-F GMA 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$900.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$900.00		0.00			
N 5	WCPO	10/16/12	10/22/12	SU 5-6am	CM	5-6a	-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				SU 5-6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$150.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 6	WCPO	10/16/12	10/22/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$500.00	P-2	0.00	NM	5	\$2,500.00
				Live with Regis and Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$500.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$500.00		0.00			
N 7	WCPO	10/16/12	10/22/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	5	\$3,000.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$600.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$600.00		0.00			
N 8	WCPO	10/16/12	10/22/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	5	\$3,750.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$750.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$750.00		0.00			
N 9	WCPO	10/16/12	10/22/12	M-F 3-4p	CM	3-4p	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	5	\$3,250.00
				3-4pm Katie											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$650.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$650.00		0.00			
N 10	WCPO	10/16/12	10/22/12	M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
				M-F 4-5p Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$1,500.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$1,500.00		0.00			
N 11	WCPO	10/16/12	10/22/12	M-F 7-730p	CM	M-F 7-730pm	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	5	\$4,500.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$900.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$900.00		0.00			
N 12	WCPO	10/16/12	10/22/12	M-F 1202-107a Jimmy K	CM	1202-107a	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	5	\$1,500.00
				M-F 1202-107a Jimmy Ki											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--					4	\$300.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$300.00		0.00			
N 13	WCPO	10/16/12	10/22/12	SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
				SU 1135p-1235a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$425.00		0.00			



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Contract / Revision **314601** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **Issue. AC TV 10.16-10.22.12** Estimate # **1209**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N13	WCPO	10/16/12	10/22/12	SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00	
				SU 1135p-1235a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		10/22/12	10/28/12	-----	0	\$0.00	0.00									
														Totals	57	\$37,575.00